



Promotion and Market Development Committee
15th Meeting
11 April 2018 (12:00)
Mexico City, Mexico

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PM-55/18
2. Report on the meeting of 26 September 2017 – to consider and, if appropriate, approve	PM-54/17
3. Promoting consumption – to note	
3.1 Domestic consumption in Central America	verbal
Members will receive a presentation from Mr René León-Gómez, Secretary of PROMECAFE, on promoting domestic consumption in Central America.	
3.2 2017 National Coffee Day and the latest coffee consumption trend in Japan	verbal
Members will received a presentation from Mr Keiichi Yokoyama, Chairman of the All Japan Coffee Association (AJCA) on National Coffee Day celebrated in Japan last year, as well as the latest trends in coffee consumption in Japan.	
4. The International Coffee Day 2018 campaign – to consider and, if appropriate, to recommend for approval	verbal
The Head of Operations will report on preparations for the ICD2018 campaign. Members will be invited to consider and, if appropriate, to recommend for approval by Council.	

5. Prioritising the work of the Promotion and Market Development Committee – *to consider* verbal

The Committee will be invited to review the focus of the work of the Promotion and Market Development Committee in relation to promoting consumption, private-public partnerships and sourcing finances for projects.

6. Other business – *to consider* verbal

7. Date of next meeting – *to note* verbal

Members are invited to suggest matters for consideration at the next meeting.

The next meeting will take place in London, United Kingdom at the time of the 122nd Council Session from 17 to 21 September 2018.

REFERENCE DOCUMENTS

[Terms of reference for the Promotion and Market Development Committee \(Annex IV\)](#)